

And Closing Ceremonies

Productions selected as Executive Producer

COUNTY COURIER

The Opening Ceremony was highly acclaimed around the world, including "stunning and dramatic" by USA Today, "extraordinary and enthralling" by Time Magazine, and "visually dazzling and hauntingly beautiful" by the Chicago Tribune.

Other major event productions by Don Mischer Productions include:

- Carnegie Hall: Live at 100 (1991) — A four-hour, live broadcast to Europe and the United States (PBS), celebrating the 100th anniversary of America's most prestigious concert hall. Carnegie Hall: Live at 100 was hosted by Peter Jennings and included performances by Plácido Domingo, Isaac Stern and the New York Philharmonic.

- The Kennedy Center Honors (Annually) — An annual television special celebrating the performing arts in America. The New York Times has said of The Kennedy Center Honors in Washington, D.C., that "it maintains its distinguished tradition as the nation's most prestigious and elegant celebration of the performing arts." Winner of seven Emmy Awards, Mischer produces the Honors with George Stevens, Jr.

The Opening Ceremony for the 2002 Games will be held on a Friday evening, Feb. 8, at Rice-Eccles Stadium on the campus of the University of Utah. The total time for the ceremonial and artistic programs, according to protocol of the Host City Contract, is no more than two hours. The projected worldwide television audience for the Opening Ceremony is 3.5 billion people. The Closing Ceremony will be held on Sunday, Feb. 24, in a 90-minute production. The stadium will have a capacity of 56,000 in permanent and temporary seating.

- Hong Kong '97 Spectacular (1997) — An historic event set in Hong Kong's famous Victoria Harbor that celebrated the city's past, present and future as it lions on television and along the harbor shores, the Hong Kong '97 Spectacular included an original symphonic electric 31 four-story high decorated floats, the largest collection of lasers ever assembled, and the largest fireworks display in Hong Kong's history.
- Michael Jackson's Super Bowl XXVII Halftime Show (1993) — Produced for Radio City Music Hall and the NFL, Jackson included thousands of children, special effects, and a 12-ton stage which was assembled in 3 minutes by volunteers.

Mischer's approval culminated a nine-month open process by SLOC management to identify an Executive Producer for SLOC began the selection process for an Executive Producer in December 1998, by issuing "invitations to apply" to 58 entities, including 10 Utah, 45 national and three international companies. Twenty-one candidates submitted applications. In March 1999, seven candidates were selected to receive a "request for proposal." One candidate declined, and the six remaining candidates submitted proposals (alphabetically: Dick Clark Communications, Don Mischer Productions, Mizer and SFX Entertainment). The proposals were evaluated by an advisory committee, including members of SLOC senior management and staff, broadcasters and a creative consultant. **2**



Sugar and spice
and everything nice.

That's what bull stories are
made of. Hats and mice and things
that go bump in the night. That's
what the Courier's Creepy
Contest is made of.
See page 20 for details.

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